

# Social Media Researcher for US Army ROTC and JROTC programs



Project Title	Social Media Researcher for US Army ROTC and JROTC programs
Project Summary	Looking for someone who is excited about research and design, who is passionate about organizing and communicating knowledge. In this job you will work directly with the US Army Cadet Command Public Affairs Office.
Country	United States

## Project Description

In this internship you will work directly with the US Army Cadet Command Public Affairs Office to research and develop a social media plan that integrates stories and content from over 274 colleges and universities and over 1705 high schools ROTC/JROTC programs. We'll start with researching and compiling a detailed list of social media sites for all school programs (at 274 colleges and universities and over 1705 high schools), including fan sites and unofficial sites. Then we'll begin work on a social media toolkit to distribute to all our programs and eventually research tools and processes for leveraging these sites' content for use with the official US Army Cadet Command social media sites.

What you'll do:

- Find and track social media sites about ROTC/JROTC programs
- Research social media best practices
- Track and monitor social media posts for engagement and research methods to improve engagement on social media
- Support @Army ROTC social media team with the creation of social media toolkits for distribution to communicators at offices around the world
- As needed, do research on platform policy and design updates, social media trends and other best practices
- Research platforms, content types and design options for extending and increasing engagement
- Research 3rd party content and options for content curation
- Possibility to do research and user design with web team depending on project and skill sets

## Required Skills or Interests

Skill(s)

Data analysis

Data visualization
Research
Social media management
Writing

## Additional Information

This position is working with the US Army Cadet Command's PAO Office - we communicate the story of Cadets, staff, cadre, families and civilian employees to inform internal and external audiences that Cadet Command is the leader in training future Army officers and making better citizens of young Americans through ROTC and JROTC. We tell the story of the world's best leadership training program! See our website: <http://www.cadetcommand.army.mil/> for more information, and check out our site about Cadet Summer Training at <http://futurearmyofficers.army.mil/>.

## Language Requirements

*None*